PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. Joseph F. Cullman 3rd

Date: November 5, 1971

From: T. F. Ahrensfeld

Subject: The Tobacco Institute

Horace Kornegay asked me to pass on to you two pieces of information:

1. The Justice Department's review of the caution notice on the side of our cigarette packages was triggered by a formal complaint from the Surgeon General, questioning whether the "conspicuous and legible" language of the Labeling Act was being violated.

2. Kornegay has discussed the AMA matter with one of its senior officials who is a personal friend of his. The consensus seems to be that there was a misunderstanding of the facts on both sides. Kornegay sees advantages in continuing the program for at least one more year. I told him that Philip Morris would agree to that, but if the other companies preferred to continue the contract until its termination in 1973, we would also probably be agreeable to that course.

TFA/add
cc: Mr. Flanagan

Tfa

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Source: https://www.industrydocuments.ucsf.edu/docs/nxdj0000